

Keith O'Brien Company

STATE STREET AND BROADWAY!

State & Broadway!
Broadway!

The growth of Main street, the growth of State street, the importance of the business interest crowded upon these two avenues of mart, forced the change in street names for business reasons.

Third South will give way to Broadway in the march of business. Our going over there and the Auerbachs and later of the Paris, will start it. It will be a good change—just as Main street was a good change from East Temple. Business goes forward, people swing to new localities; the public follows the banner of enterprise; it readily adjusts itself to changed conditions. Once started it never goes back to the old.

Merchants throughout the country know of the Keith-O'Brien store—that it is the store success of the West.

So it is not surprising when a merchant touring the West, expresses his admiration of the way we do things, of our system, our policy, our service, our daring sales.

"I have spent a couple of hours with my wife looking over your store," said an Eastern merchant Wednesday. "It was sort of a curiosity-inspection tour. We didn't make ourselves known but went from one department to another looking, pricing, investigating."

Now this man saw things—not casually, not haphazardly, but intelligently. He saw through trained eyes—therefore he knew; he knew where to look, what to price; he knew qualities; he knew what service means.

"I am amazed at your daring—your honest daring in selling merchandise at such prices.

"I have made enquiries among certain of your townspeople. I find everybody speaks a good word for Keith-O'Brien.

"I found, too, that they go further: they grow enthusiastic in speaking of the store.

"Asked about your removal sale, they say: 'Oh, it's on the square all right. They are going to a new location and do not want to move the present stock.'

"I have learned something: that what you do you do right and do it honestly.

"So I see that in selling goods at apparently recklessly low prices, you are building for the future—as you must have builded in the past."

Tempting Offers in Silks and Dress Goods

R. & S. Poplins are so good and so highly recommended that the manufacturers are insistent that there be no quibbling with the customers if a piece proves not as expected. MERELY SEND IT BACK AND REPLACE. That's the sort of a guarantee which counts. AND WE HAVE NEVER HAD TO MAKE GOOD ONE SINGLE PIECE.

Silk and Wool Jacquard Poplins—45 inches. This is the R. & S. Poplin which are so strongly guaranteed as to wearing qualities. Small, neat designs; very pretty for afternoon and evening. Regular \$2.00, \$2.25, and \$2.50. Removal Sale price, \$1.49.

All-silk Pongee—36 inches and extra heavy. Most appropriate for fall dresses and suits or auto coats. Regular \$1.75, for \$1.29.

Water-resist all-silk Pongee—36 inches. This is the silk which will not spot with water. Excellent quality for waists and dresses. Removal Sale price, 95c a yard.

Interesting Cream Serge Special

Cream striped serge, suitable for coats, dresses and extra skirts; small pencil stripe of navy blue or black. Regular \$2.00 a yard, for \$1.45.

Our cream wool assortment includes all the new novelty weaves; 40c to \$3.50 a yard. Our entire beautiful stock is discounted 20 per cent.

Splendid Assortment of Remnants

Left from our Removal Sale. You may find just what you want; 2 to 5 yard remnants in wools; 1 to 7 yards in silks. All half price.

Special Wash Goods Cut

Rather than carry over to the new store any of our summer novelties in wash goods, a low price has been put on what we have left that they will be sold entirely out in a very few days. Come early and make your choice. Light blue ground with satin stripe, Copenhagen blue, tan, old rose and lavender. Voile, including Marquisette with the ring spot, and Gandiller silk in stripes, figures and spots. Our regular price: 49c, 59c and 65c yard. Reduced price, 19c yard.

Galatea Cloth

One of the best known cloths for boys' and girls' suits and dresses, and children's rompers. Sold everywhere for 16 2/3c yard; now 11 1/2c yard.

Seco Silk and Foulards in very desirable colors and patterns. Sold regularly for 29c and 39c yard. Removal price, 12 1/2c yard.

32-Inch Gingham

Zephyr Gingham, full 32 inches wide, in plaids, checks and stripes; all are good values for 25c and 35c yard. Special, 12 1/2c yard.

Tissue Gingham

28 inches wide, plain, gray, tan, small plaids and checks. Regular 25c for 16 2/3c yard.

Early Fall Hats

We have just opened a new shipment of handsome hats in silk and felt. These include the new novelties in black and white satin; small, round, nobby shapes, suitable for summer and early fall wear.

A pretty showing of felt street hats in pink, white and light blue, trimmed with band and bow.

Wright & Peters New Fall Boots

Twenty styles of the newest fall and winter footwear are here.

Patents Suedes Tans
Gun Metals Velvets
Come and see them.

Summer Dresses at Half Price

LINGERIE DRESSES — Beautifully trimmed in laces and embroideries; all the newest styles, in sizes 34 to 40. \$8.25 up to \$29.50 at half prices.

Marquisette Dresses

White—trimmed in heavy macreme lace and black velvet ribbon; white with blue stripe trimmed in fillet lace and black velvet ribbon; plain white with embroidered collar and cuffs; plain black and white striped. Now \$6.75 up to \$19.75.

New Sample Line of Voile Dresses

Dotted black and white stripe; rose and white stripe, white embroidered in pale blue, pink or white; white with dark blue or rose Princess Pat. \$4.35 and \$5.75.

New Line of Linene Dresses

Blue, tan, white or pink, plain tailored, with patent leather belt and contrasting collar and cuffs. Special \$4.37.

Tub Skirts

Natural linen, white ratine, corduroys pique, rep or linen, \$1.95, \$2.95, \$3.95, \$4.95, \$5.95 and \$6.75.

Special at \$15.00

A Number of Suits, Sizes 34 to 38



Black and white stripe novelty with red collar and cuffs, white revers and fancy buttons; very chic and girlish; was \$39.50.

Tailored tan suit with small invisible white stripe, black velvet collar; was \$45.00.

Blue serges and Bedford cord in various styles.

Blue, brown or black silk suits, plain tailored or fancy. Fancy black silk with white shawl collar and cuffs covered with black Chantilly lace; black with white lace revers and cuffs, side fastening.

Special at \$12.50—white serge suits, values up to \$35.00.

Special at \$9.75—white serge suits, values up to \$25.00.

Special at \$8.25—brown, tan or grey, strictly tailored. Values up to \$29.50.

Special Domestic Prices

ZEPHYR GINGHAMS—full 32 inches wide and a full range of plaids; small checks in brown and white, pink and white and pink stripe. These sell regularly for 16 2/3c, 25c and 35c yard. Specially priced for 12 1/2c yard.

SOIESETTE—32 inches wide; colors, light blue, Copenhagen blue, corn color, navy blue, lavender and gray. These goods are all in the best colorings and are the most satisfactory for ladies' and children's dresses. Our regular price, 25c; now 20c yard.

Nursery Flannel

We are showing large lines and most complete stocks of embroidered flannels, both in the scalloped and hemmed edge; all are choice patterns. Our regular prices are 35c, 65c, 69c, 75c, 85c, 95c, \$1.25, \$1.39, \$1.45, \$1.50 and \$1.65 yard.

Less 20 Per Cent Reduction

White Goods

WHITE FLAXON—Fancy white flaxons—beautiful snowy white; checks, stripes, figures and plaids. This is the fabric with a linen appearance, but doesn't muss like the linen. Sold for 25c, 35c and 45c yard; reduced to 19c yard.

Imported Swisses

These are the real imported embroidered Swiss in neat and dainty figures, and full 32-inch width. Regular price, 65c, 75c and 85c; special price, 39c yard.

White Fancy Voile

This is the material that is so much in demand for dainty dresses and waists; in stripes, figures and button holed effect. Regular price, 59c, 69c, 90c, 95c, \$1.00, \$1.10 and \$1.35 yard.

Less 20 Per Cent Reduction

Big Sale in the Bargain Basement

Ribbons

As an extra special we will sell 5000 yards of Dresden ribbon at less than half price—values to 50c a yard for 15c a yard. Basement.

Also—25c satin and taffeta ribbon for 15c a yard. Also—15c satin and taffeta ribbon for 10c a yard. Also 10c satin and taffeta ribbon for 5c a yard.

Embroidery Insertions, Remnants

These insertions originally sold from 15c to 25c a yard and are in lengths from 12 to 24 inches. While they last, 5c a remnant. Basement.

Imitation torchon

lace and batiste; well boned; a regular for trimming dresses and for undergarments; widths from 1 to 3 inches; worth 10c and 15c a yard, 24c yard. Basement.

Gloves

The celebrated Tasma silk glove for women—20-inch lengths; 2-clasp and in all tan and brown shades; worth \$1.25—for 45c pair. Basement.

Women's extra prime silk gloves in short lengths only; white, brown, blue and gray; worth 50c a pair—for 10c a pair. Basement.

Broken line of women's kid gloves—values to \$3.00. Removal Sale price 45c a pair. Basement.

Corsets

Women's corsets—high, low or medium bust—long or medium skirt; draw string in the bust; lace at the top; good quality of batiste; well boned; a regular \$1.00 corset—special 45c each. Basement.

Boys' Knit Underwear 15c Boys' pairis knit shirts and drawers; also boys' balbriggan shirts and drawers; regular 35c a garment. Removal Sale price, 15c a garment. Basement.

Women's Knit Underwear

Women's low neck, wing sleeve vests—also low neck and sleeveless; neck and armhole have good cotton elastic; worth 15c a garment. Removal Sale price 8c each.

Women's short neck, sleeveless vests—lace around neck and armhole; also plain, low neck and sleeveless. In regular sizes; worth 12 1/2c. Special price 10c each.

Women's Richelieu ribbed vests in low neck and sleeveless. These are mill ends of some of our better vests and usually sell from 25c to 35c each—for 12 1/2c each. Basement.

A broken line of women's vests and children's drawers—formerly priced at 35c. Special for Removal Sale 10c each. Basement.

Women's and Children's Hose

While they last—so come early—children's seamless hose in tan, pink and red; regular 25c. Removal special price 10c pair. Basement.

Children's seamless hosiery—elastic leg and top; tan, black, light blue and pink; also black. If you don't come early you may be disappointed. Sizes 7 to 9. Extra special—15c a pair or 2 pairs for 25c. Basement.

Women's seamless hose in tan, pink, light blue; garter top. Special value. Removal Sale price 10c a pair. Basement.

Women's seamless gauze top hose in tan, pink and light blue. These are mill ends from some of our better lines. 15c a pair or 2 pairs for 25c. Basement.

Shoes in Bargain Basement

We have about 400 pairs of women's oxfords and pumps that sold from \$3.50 to \$6.00 the pair. Will close them out in the Basement Store at \$1.25.

Misses' and children's pumps and oxfords in black and tan, worth \$2.50, for \$1.35—while they last, in the Bargain Basement.

Women's Aprons

Women's large gingham tie aprons at 12 1/2c each; 19c women's standard brand gingham tie aprons in the blue check; has no pocket, extra special at 15c each.

25c Women's overall aprons in one, the standard brand of blue check gingham. Sale price 19c. Basement.

Domestic Section

Wash cloths—good heavy pure white Turkish wash cloths—large size. Our regular 5c cloth. On sale at 2c each. Basement.

Twilled dish toweling—extra heavy quality, pure white with red border; the linen finish kind; full width; sells regularly for 12c a yard. On sale at 5c a yard. Basement.

Royal Russia crash—all pure linen and heavy weight; for collar towels and kitchen use; full 17 inches wide; standard price 12 1/2c a yard everywhere. On sale at 8c a yard. Basement.

Underwear checks—the white goods in neat stripes and small checks for children's dresses and for undergarments; full 12 inches wide. Reduced from 12 1/2c a yard to 8c a yard. Basement.

Pillow cases—plain hems, made from good heavy grade of bleached muslin; size 20x30 inches; former price 15c each. On sale for 9c each. Basement.

Sheets—72x90 inch welded seam sheets; good, strong and serviceable, pure white sheets. Sold formerly for 40c each. Removal Sale price 35c each. Basement.

Sheets—81x90 inch bleach muslin sheets—invincible seam; made from good bleached muslin; were 60c each. On sale for 40c each. Basement.

Bed spreads—size 81 x90 inches, crocheted and all desirable patterns; a good value for \$1.50. Removal Sale price 95c each. Basement.

India lawn—40 inches wide; suitable for undergarments and children's dresses. Originally sold for 10c a yard. Removal Sale price 5c yard. Basement.

Huck towels—size 16 x34 inches, specially adapted for kitchen purposes. Formerly sold for \$1.25 a dozen. Special 60c a dozen. Basement.

Ginghams—Dress gingham in stripes, checks and fancy plaids; also plain colors. In Williams and chambray. These sold for 12 1/2c to 15c yard. On sale for 7 1/2c a yard. Basement.

Misses' and Children's Dresses

Children's dresses—made of very good quality gingham, in plaids and checks; sizes 8 to 14 years. To close out at 5c each.

Misses' dresses—one lot—values to \$3.00—while they last, \$1.45. This is a decided inducement. Basement.

Hats

One lot of women's sailor hats formerly sold at \$2.00 each. While they last, 25c each. Basement.

One lot of children's hats to be closed out at 5c each. Basement.

Handkerchiefs

Women's hemstitched white handkerchiefs with quarter-inch hem; an extra good value at 5c each. Will sell as a 5c each or 25c dozen. Basement.

Men's hemstitched handkerchiefs in plain white and colored border; a regular 10c value—6c each or 50c a dozen. Basement.

Misses' button shoes, \$2.00 values at \$1.25. Children's button shoes, \$1.75 values at 95c. Infants' button shoes, \$1.25 values, at 65c.

Boys' shoes in good calf stock, regular \$2.00 values, at \$1.35. Youthful in the same, regular \$1.75, at \$1.15. Little girls' regular \$1.50, for \$1.00. All new stock and your size is among them.